



CSHB 1957 / CSSB 1402

SUPPORT & ADVANCE TEXAS WINE

CSHB 1957 / CSSB 1402 is the result of **deep collaboration** within our state's wine industry to further strengthen Texas as a preeminent wine producing region. This **compromise** among industry leaders solves a decades-long challenge and moves Texas wine forward.

Passage of this law will allow Texas wineries to accurately express and illuminate the origin of their wine via use of **American Viticultural Area (AVA), County or Vineyard designations** on their labels. In addition to following the federal minimum standards for these designations, this labeling bill requires that the remaining grapes for each of the categories be Texas-grown, meaning consumers will be guaranteed that **any Texas wine labeled with an AVA, County or Vineyard is 100% Texas-grown.**

The passage of this bill will strengthen the **reputation, image, and value of Texas wines** here and abroad. Furthermore, this step will also lead to more wineries purchasing increased tonnage of Texas-grown fruit from Texas growers, rather than sourcing fruit or wine from out of state. **This bill supports Texas farmers.**

GET TO KNOW TEXAS AVAS

- American Viticultural Areas (AVAs) are delineated grape-growing regions with unique geographic and/or climatic features. These features establish terroir, which determines a grape's individual characteristics.
- There are currently eight AVAs in Texas. There is a process for individuals or groups to petition the TTB to establish a new AVA or to modify the boundaries of an existing AVA.
- Protecting and celebrating Texas AVAs, Counties, and Vineyards will allow consumers and wine industry professionals to support Texas winegrowers with increased confidence.

